

### AMENDMENTS TO THE CLAIMS

The claims in this listing will replace all prior versions, and listings, of claims in the application.

### LISTING OF CLAIMS

1-19 (canceled).

20 (Currently Amended). An information distribution system, comprising:

a storage section that stores a personal profile ~~in which an~~ that includes at least one evaluation value of a keyword contained in distribution information provided from a first information distribution provider, wherein the at least one evaluation value is calculated based upon a user's past selection of distribution information containing the keyword ~~with the keyword is learned in advance based on preference information;~~ and

an information distributor that rates ~~said~~ the distribution information provided from ~~said~~ the first information distribution provider with the keyword based on ~~said~~ the personal profile and sends ~~said~~ the distribution information to a client, wherein said information distributor rates distribution information provided from a second information distribution provider with a keyword based on ~~said~~ the personal profile and sends ~~said~~ the distribution information to the client.

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21 (Currently Amended). The information distribution system of claim 20, wherein said information distributor comprises:

a first information filter that rates ~~said~~ the distribution information from ~~said~~ the first information distribution provider based on ~~said~~ the at least one evaluation value ~~registered~~ included in ~~said~~ the personal profile in correspondence to ~~said~~ the keyword contained in ~~said~~ the distribution information, and sends ~~said~~ the distribution information to the client; and

a second information filter that rates ~~said~~ the distribution information from ~~said~~ the second information distribution provider based on ~~said~~ the at least one evaluation value ~~registered~~ included in ~~said~~ the personal profile in correspondence to ~~said~~ the keyword contained in ~~said~~ the distribution information, and sends ~~said~~ the distribution information to the client.

22 (Currently Amended). The information distribution system of claim 21, wherein said first information filter performs a learning process that changes ~~said~~ the at least one evaluation value of the keyword contained in ~~said~~ the distribution information from said first information distribution provider in ~~said~~ the personal profile, based on ~~said~~ the distribution information and preference information of the client about ~~said~~ the distribution information, and wherein said second information filter does not perform ~~said~~ the learning process based on ~~said~~ the distribution information from ~~said~~ the second information distribution provider.

23 (Currently Amended). The information distribution system of claim 20, wherein ~~said~~ the distribution information from ~~said~~ the first information distribution provider comprises more keywords than ~~said~~ the distribution information from ~~said~~ the second information distribution provider.

24 (Currently Amended). The information distribution system of claim 20, wherein ~~said~~ the distribution information from ~~said~~ the first information distribution provider comprises a newspaper article, and wherein ~~said~~ the distribution information from ~~said~~ the second information distribution provider comprises a product advertisement.

25 (Currently Amended). An information distribution apparatus, comprising:  
a storage device that stores a personal profile, ~~in which an~~ that includes at least one evaluation value of a keyword contained in distribution information provided from a first information distribution provider, wherein the at least one evaluation value is calculated based upon a user's past selection of distribution information containing the keyword with ~~said keyword is learned in advance, based on preference information;~~

a first information filter that rates ~~said~~ the distribution information from ~~said~~ the first information distribution provider based on ~~said~~ the at least one evaluation value registered in ~~said~~ the personal profile in correspondence to ~~said~~ the keyword contained in ~~said~~ the distribution information, sends ~~said~~ the distribution information to a client, and performs a

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learning process that changes ~~said~~ the at least one evaluation value of ~~said~~ the keyword contained in ~~said~~ the distribution information and preference information of the client about ~~said~~ the distribution information;

a second information filter that rates distribution information from a second information distribution provider based on ~~said~~ the at least one evaluation value registered in ~~said~~ the personal profile in correspondence to ~~said~~ the keyword contained in ~~said~~ the distribution information, sends ~~said~~ the distribution information to the client, but does not perform ~~said~~ a learning process based on ~~said~~ the distribution information from ~~said~~ the second information distribution provider.

26 (Currently Amended). An information distribution method, comprising:

rating distribution information provided from a first information distribution provider with a keyword based on a personal profile ~~in which an~~ that includes at least one evaluation value of the keyword, wherein the at least one evaluation value is calculated based upon a user's past selection of distribution information containing the keyword in the ~~distribution information is learned in advance, based on preference information;~~ and

sending the distribution information to a client, wherein distribution information provided from a second information distribution provider with a keyword is rated based on the personal profile and sent to the client.

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27 (Currently Amended). The information distribution method of claim 26, further comprising:

rating the distribution information from the second information distribution provider based on the at least one evaluation value ~~registered~~ included in the personal profile in correspondence to the keyword contained in the distribution information.

28 (Currently Amended). The information distribution method of claim 26, further comprising:

performing a learning process that changes the at least one evaluation value of the keyword contained in the distribution information from the first information distribution provider in the personal profile, based on the distribution information and preference information of the client about the distribution information; and  
not performing the learning process based on the distribution information from the second information distribution provider.